



Interim Committee of Children, Families, Health and Human Services  
PO Box 201706  
Helena, MT 59620-1706

May 6, 2016

Dear Interim Committee of Children, Families, Health and Human Services,

NAMI Montana would like to again thank the Committee and the Legislative staff for their efforts on the House Bill 422 study of Children Mental Health Outcomes. This is an incredibly powerful study that we believe will be an important tool to improve Montana's mental health system.

NAMI Montana recommends that the Committee draft a bill that would:

1. Measure the outcomes of a portion of the children's mental health providers that offer Comprehensive School and Community Treatment (CSCT), or traditional outpatient treatment if CSCT is not possible.
2. Utilize a private vendor to offer, score and publish the online surveys and survey results
3. Measure both the three questions brought up by the children's mental health provider community along with the 25 questions on the Strengths and Difficulties Questionnaire. (See Attachment A).

This recommended project would be very similar to the proposal that NAMI Montana was planning to do in the fall of 2011 before the Children's Mental Health Bureau decided to develop and field a program based upon the "Child and Adolescent Needs and Strength Assessment." NAMI Montana had a draft contract for this system with NetReflector, Inc., the same company that successfully developed and fielded NAMI Montana's outcome measures tool for the adult system. *See*, Attachment B.

For \$17,500 of initial investment for set-up and \$1,500 per quarter after that, NetReflector would:

1. Program a single survey (up to 35 questions) including three open-ended questions with a code number for each client.
2. Generate a single unique URL up to ten mental health center offices to take the questionnaire.
3. Generate a real time online report which will consist of bar charts, pie charts and verbatim responses for the combined data.
4. Publish outcomes online for results for individuals (anonymously), mental health center and state levels.

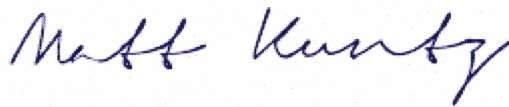
5. Report in a manner that would be capable of tracking how anonymous individual clients' answers have changed from survey to survey.
6. Collect, process and publish up to 9,000 online survey responses per month.

NAMI Montana is not certain that these exact costs would be available to the State of Montana for an outcome measure project, but we do believe they offer a rough estimate of what a vendor may charge for this type of a system. These costs do not include any of the costs necessary to incentive the children's mental health providers to participate in the program, to purchase/operate computer systems for the online forms, or to address any additional labor that the Children's Mental Health Bureau may require to manage the project.

Those costs also do costs of licensing the "Child and Adolescent Needs and Strength Assessment" (SDQ) online. The SDQ can be licensed from YouthinMind, Inc. for a one time authorization charge of \$100 and a small license fee of \$0.20 for each SDQ survey administered. The SDQ has received an "A" rating from the California Evidence-Based Clearing House for Child Welfare. See, <http://www.cebc4cw.org/assessment-tool/strengths-and-difficulties-questionnaire/>.

Again, we are deeply thankful for the Committee and staffs' efforts on the House Bill 422 study of Children Mental Health Outcomes. Please let us know what we can do to further support the Committee's efforts.

Sincerely,

A handwritten signature in blue ink that reads "Matt Kuntz". The signature is fluid and cursive, with the first name "Matt" and last name "Kuntz" clearly distinguishable.

Matt Kuntz  
Executive Director  
NAMI Montana



# Strengths and Difficulties Questionnaire

A

S 11-17

For each item, please mark the box for Not True, Somewhat True or Certainly True. It would help us if you answered all items as best you can even if you are not absolutely certain. Please give your answers on the basis of how things have been for you over the last six months.

Your name.....

Male/Female

Date of birth.....

	Not True	Somewhat True	Certainly True
I try to be nice to other people. I care about their feelings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am restless, I cannot stay still for long	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I get a lot of headaches, stomach-aches or sickness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I usually share with others, for example CD's, games, food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I get very angry and often lose my temper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would rather be alone than with people of my age	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I usually do as I am told	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I worry a lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am helpful if someone is hurt, upset or feeling ill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am constantly fidgeting or squirming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have one good friend or more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I fight a lot. I can make other people do what I want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am often unhappy, depressed or tearful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other people my age generally like me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am easily distracted, I find it difficult to concentrate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am nervous in new situations. I easily lose confidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am kind to younger children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am often accused of lying or cheating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other children or young people pick on me or bully me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often offer to help others (parents, teachers, children)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think before I do things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I take things that are not mine from home, school or elsewhere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I get along better with adults than with people my own age	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have many fears, I am easily scared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I finish the work I'm doing. My attention is good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Signature .....

Today's Date .....

Thank you very much for your help

B

**NetReflector, Inc.**  
2101 Fourth Avenue  
Suite 1530  
Seattle, WA 98121

**NetReflector** <sup>TM</sup>  
Gain an edge. Know your customer.

## **Children's Mental Health Outcome Measurement**

Budgetary Proposal for

### **STATE OF MONTANA NAMI**

Prepared for:

**Matt Kuntz**

April 1, 2011

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## NAMI Requirements Summary

The State of Montana National Alliance on Mental illness intends to implement an online Agency feedback project to track children's mental health outcomes. This will be an ongoing data collection study for 3 years.

Described below is a summary of this project:

- NAMI will produce a baseline children's outcome measurement survey for NetReflector design review
- NetReflector will have a senior level Market Researcher review the questionnaire and provide design feedback
- NetReflector will program a single survey (up to 35 Questions) including 3 open ended questions with a code number for each child/patient. The entry code will be entered on the first page of the survey.
- NetReflector will generate a single URL distribution for each of the NAMI offices. This will be a survey take URL unique to that specific agency and will sit on a designated PC (with Internet connection) provided by NAMI. This is not to exceed 10 agency offices.
- NetReflector will generate a real time online report which will consist of bar charts, pie charts and verbatim responses for the combined data. The report will be able to track how individual patients' answers have changed from survey to survey. Reporting URL links for each individual office will also be provided.
- NetReflector will collect up to 9000 online survey responses per month.

### Offline Analysis:

- At the end of each calendar year, NetReflector will provide NAMI with a Topline Summary Report PowerPoint presentation which will be delivered to NAMI (exact date TBD). Please see the sample PowerPoint presentation below in Exhibit III. Though this is only a sample, the data will be associated with NAMI's survey.



# NetReflector Services Summary

Described below are a summary of services and capabilities associated with the project implementation.

## I. Planning

### a. Goals and Objectives

NetReflector will collaborate with NAMI to implement a research plan to address the specific goals and objectives of the Children's Mental Health Outcomes study. These goals and objectives will be incorporated into each phase of the project – from blueprint to collection to analysis to final presentation of actionable results.

## II. Programming

### a. Survey Design

NetReflector incorporates industry best practices to create questionnaires that avoid bias and ambiguity, and employs design logic to achieve the greatest impact and results.

### b. Survey Programming

NetReflector will program the survey according to design criteria established for collecting feedback from children/patients. NetReflector has rigorous quality control policies and procedures, which include client survey review, to ensure optimum quality and associated satisfaction with NetReflector services.

## III. Deployment and Distribution

### a. Survey Distribution

NetReflector will manage the complete survey distribution process, including developing web links and sending these links to each Agency. NetReflector can implement changes to a live survey, and start collecting report and trend data in real-time.

### b. Response Reporting

NetReflector can track and report on the number and percentage of children that started the, but did not finish, and the number and percentage that completed the survey.

### c. Alert Technology

NetReflector alert technology can enable customer survey alerts to be sent real-time to specific client representatives, per client business rules.

### d. Customer Support

Client survey recipients will have access to a team of Customer Support representatives able to assist with any technical support needed while accessing and completing the survey.

## IV. Reporting and Analysis

### a. Custom Online Report

NAMI will have permissions based access to online real-time reports with user specific filtering and drill down functionality for NAMI stakeholders and viewers. NAMI could have access to range of reporting types, such as online trend charting and key driver analysis as well.

### b. Offline Summary Report

The Topline Report is a PowerPoint document which combines text, graphs and tables and covers all survey areas. The Report represents in-depth analysis and distillation of the key data elements with overall conclusions and recommendations for actionable results.

## V. NetReflector Resources

The NetReflector team of professional consulting experts consists of experienced project managers, research managers and technology solution architects who possess extensive experience with customer satisfaction, market research, statistical analysis, Internet technology and project management. The research team is dedicated to client success, services range from defining strategic business objectives to hands-on technology integration or from designing a feedback program to day-to-day project management.

### a. Program Management

NAMI will be assigned a Program Manager to ensure all NAMI business requirements are properly addressed. The Program Manager in conjunction with the Research Manager will work as an integrated team to ensure complete satisfaction with NetReflector services. Once the program is launched, a Technical Account Manager will be assigned to monitor the ongoing project delivery and to work with the client to address and respond to any questions or requests.

### b. Research Management

A Research Manager is assigned to oversee customer support feedback research related activities, such as survey design and programming, sample management, and report design according to specifications. From security, legal notices, invitation terminology to best research practices, we ensure your standards are consistently met.



## Investment Schedule

### Initial Set-up Fees:

Set-up Investment Schedule
<b>Set-up Services:</b> <ul style="list-style-type: none"><li>• Project Management</li><li>• System Specification</li><li>• Survey Review</li><li>• Survey Programming</li><li>• Distribution and Take Survey Link</li><li>• Deployment and Acceptance</li><li>• Online report design</li><li>• Online Report creation and deployment</li><li>• Includes first quarter hosting</li></ul>
<b>Total Investment: \$17,500</b>

\*Initial Set up fee is billed upfront (Net 30)

### Ongoing Fees:

Online Reports and Hosting
<b>Offline Report Delivery:</b> <ul style="list-style-type: none"><li>• Survey/online report Hosting maintenance and customer support</li><li>• Automatic Raw data delivery and the end of each quarter</li></ul>
<b>Total Investment: \$1,500 per quarter</b>

\*Ongoing Fees are billed on the first day of each calendar quarter (Net 30)

***\*This Pricing expires July 31, 2011***



## **Appendix I - Introduction to NetReflector**

### ***NetReflector Overview***

NetReflector is an Enterprise Feedback Management market research industry leader focused on customer and partner feedback solutions. Our Satisfaction and Loyalty solutions include full-service transactional and relationship feedback as well as self-service technology platforms. NetReflector full-service projects and programs employ an industry accepted research methodology to insure best in class survey design and creation, report design and development as well as data processing and analysis. NetReflector is equipped to address the range of client needs - from simple surveys with limited data points to complex, automated multilingual projects employing complicated survey programming with multiple data feeds and real-time permissions based reporting.

NetReflector's survey platform is engineered with flexibility and ease-of-use in mind: it is delivered using a completely web-based ASP (Application Service Provider) model, and offers an intuitive survey creation module, robust data collection engine, distribution and audience management tools, and extensive reporting capabilities. With each quarterly upgrade incorporating customer requests for new functionality, NetReflector increases its ability to provide its clients with a flexible, yet robust online survey application. An open architecture allows NetReflector to integrate online survey technology directly with third-party enterprise applications, such as CRM applications.

NetReflector's unique flexibility enables solution delivery for every online data collection and reporting need - whether an ongoing full-service program, a completely custom-tailored solution, or any combination thereof. NetReflector's solutions scale from simple, low volume surveys to high volume, complex surveys in multiple languages with incentive programs.

### ***NetReflector Awards***

In 2002, 2003 and 2004, NetReflector was named by Deloitte & Touche as one of the 500 Fastest Growing Technology Companies in North America and one of the 50 Fastest Growing Technology Companies in Washington State; in addition, NetReflector was recognized as one of the 100 Fastest Growing Privately Held Companies in Washington State by the Puget Sound Business Journal.

In 2005, 2006, 2007 and 2008, as a member of the Global Market Insite family of companies, NetReflector was recognized by Deloitte & Touche (D&T 500, D&T 50) and Inc. Magazine (Inc 500) as one of the fastest growing companies in North America.

### ***Professional Services***

NetReflector's team of professional consulting experts consists of experienced market research professionals, project managers, program managers and technology solution architects. NetReflector possess a wealth of knowledge about customer and partner satisfaction, Internet technology, market research, statistical analysis and project management. NetReflector can handle even the most complex, long-term survey programs, or turn quick research projects. NetReflector's expertise spans from tactical project management and technology integration to strategic events such as defining business objectives, designing ongoing programs and presenting conclusions and recommendations to executive management.

### ***Strategy, design and methodology***

NetReflector's Client Services team can help define research objectives and develop the most effective strategy and methodology to obtain desired information. NetReflector designs and programs questionnaires to avoid bias and ambiguity; and employs the correct survey logic and flow to achieve the greatest impact and results.



### ***Deployment, support and management***

NetReflector experts work closely with clients to deliver as much of the survey development process as required. An experienced project manager is assigned to deliver quality and timely service.

Once the questionnaire is designed, the project manager will create the survey according to specific branding standards. From security, legal notices and terminology to best research practices, NetReflector ensures industry standards are consistently met.

### ***Global capability***

For customers with a global presence, NetReflector can accommodate survey translations into virtually any foreign language, including double-byte languages. NetReflector has developed a translation process that ensures cost effective delivery of quality translation services.

### ***Reporting and Analysis***

In order to address the different needs of internal audiences - from users to managers to executives, NetReflector can create both online, off-line summary as well as custom reports from data collected according to any specified criteria. These reports, based on sophisticated statistical analysis and open-ended verbatim analysis, include pie and bar charts, means and banner tables, cross-tab and top-box reports, snake charts and key driver charts. NetReflector's advanced data analysis methods consist of regression analysis, perceptual mapping, data reduction techniques, including discriminate, factor and cluster analysis, and cross-tabulation subjected to appropriate significance testing, including analysis of variance (ANOVA), Chi-square, Z- and T- tests.

### ***Why NetReflector?***

NetReflector is considered a market leader offering "best in class" technology in conjunction with industry leading research and technology services.

### ***NetReflector Expertise***

- Years of experience in traditional market research, advanced online data collection techniques, and customer satisfaction research methodologies
- Expertise includes strategic research planning and design, survey development, and executive-level reporting and analysis
- Proven track record delivering programs for Global 2000 clients

### ***NetReflector Value***

- High value, rapid response client services and custom development teams
- Innovative and creative approach that encourages process automation wherever possible
- Flexible cost effective pricing model

### ***NetReflector Flexibility***

- Breadth of solution offering everything from self-serve technology to fully automated, transactional surveys triggered by enterprise level applications
- Ongoing program adjustments quickly and easily incorporated by NetReflector
- Feature-rich, modular and scalable survey platform with open architecture for integration with enterprise-level applications
- Leading-edge, easy-to-use enterprise technology



## Appendix II - Sample Online Reports

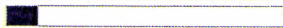
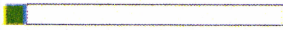
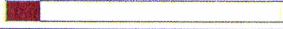
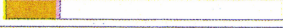

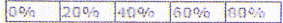
### Bar Chart

[apply filters](#)
[clear filters](#)

How likely are you to purchase Company X's products in the future?

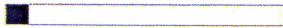


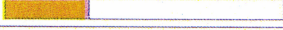

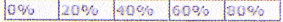
• Select one of the following

(Each Respondent could choose only **ONE** of the following options:)

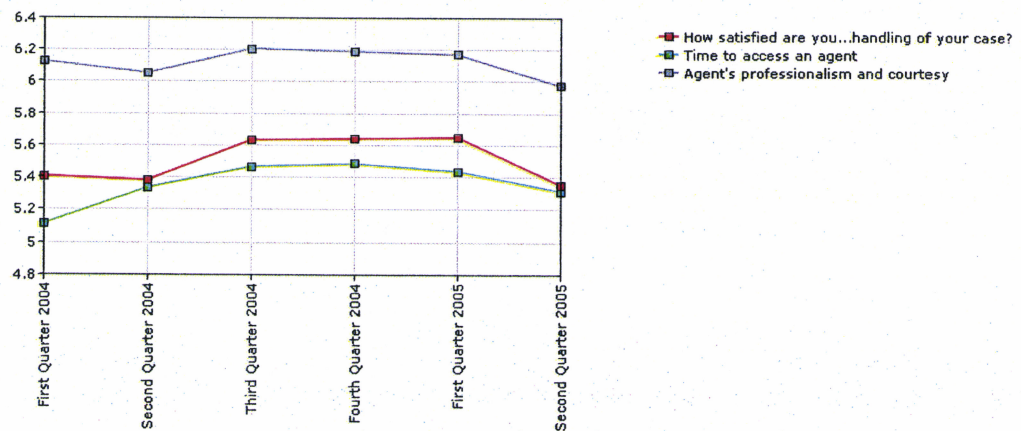
Response	Total	% of Total Respondents	%
1 - Not at all likely	190		11%
2	110		7%
3	201		12%
4	322		19%
5 - Very likely	849		51%
Total Responses: 1672			

• Ease of navigating telephone automated response system

(Each Respondent could choose only **ONE** of the following options:)

Response	Total	% of Total Respondents	%
Not at all satisfied1	47		8%
2	57		9%
3	120		20%
4	186		30%
Very satisfied 5	201		33%
Total Responses: 611			

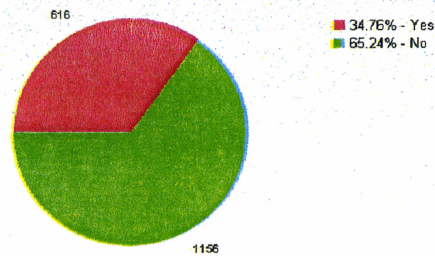
### Line Chart





## Pie Chart

Was this your first purchase with Company X?  
(Each Respondent could choose only **ONE** of the following options:)

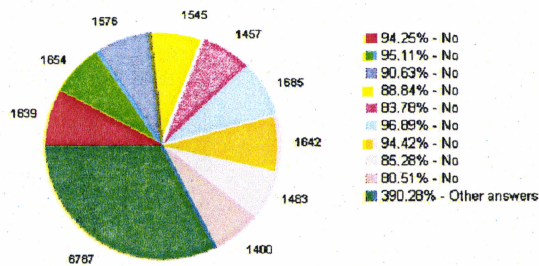


Total Responses: 1772

Why did you need to contact Company X Customer Support?

• Select all that apply

(Each Respondent could choose **ANY** of the following options:)



Total Responses: 1739

## Means Table

## Means Table

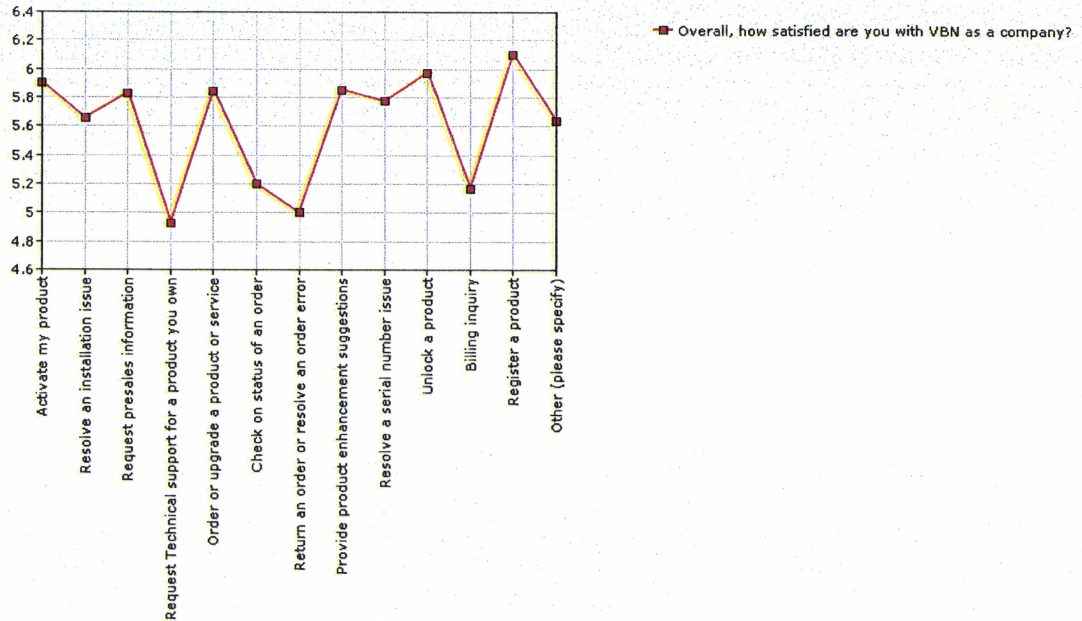
	Overall Total	Was this your first purchase with Company X?		
		Yes	No	Total
Ability of agent to understand your needs	3.94	3.94	3.93	3.94
Accuracy of information provided	3.82	3.82	3.81	3.82
Ability of agent to educate on Company X features and/or policies	3.79	3.8	3.78	3.78

## Means Summary

	Respondents					
	Total Respondents Invited		Missing		Total	
	N	Percent	N	Percent	N	Percent?
Was this your first purchase with Company X?	1672	93.83%	110	6.17%	1782	100%
Ability of agent to understand your needs						
Was this your first purchase with Company X?	1662	93.27%	120	6.73%	1782	100%
Accuracy of information provided						
Was this your first purchase with Company X?	1570	88.1%	212	11.9%	1782	100%
Ability of agent to educate...X features and/or policies						

[download means table](#)

## Trend Chart



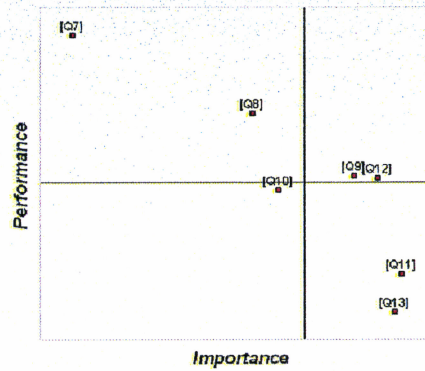
## Advanced Cross Tabs

### Crosstab

		Taking into...Company X? - Select one of the following					
		1 - Not at all satisfied	2	3	4	5 - Very satisfied	Total
Friendliness and professionalism of the agent	Not at all satisfied 1	64 62.1%	19 18.4%	12 11.7%	6 5.8%	2 1.9%	103 100.0%
	2	40 37.7%	29 27.4%	27 25.5%	10 9.4%	0 0.0%	106 100.0%
	3	32 16.0%	39 19.5%	62 31.5%	43 21.5%	23 11.5%	200 100.0%
	4	20 5.1%	16 4.1%	83 21.2%	200 51.2%	72 18.4%	391 100.0%
	Very satisfied 5	8 0.9%	18 2.1%	44 5.1%	219 25.4%	572 66.4%	861 100.0%
	Total	164 9.9%	121 7.3%	229 13.8%	478 28.8%	669 40.3%	1661 100.0%
Ability of agent to understand your needs	Not at all satisfied 1	99 57.7%	37 21.4%	23 13.3%	11 6.4%	1 0.6%	173 100.0%
	2	29 25.4%	32 28.1%	34 29.8%	18 15.8%	1 0.9%	114 100.0%
	3	19 10.6%	23 12.8%	75 41.7%	47 26.1%	16 8.9%	180 100.0%
	4	12 3.2%	15 4.0%	61 16.2%	199 52.8%	90 23.9%	377 100.0%
	Very satisfied 5	5 0.6%	15 1.0%	36 4.4%	202 24.8%	558 60.4%	816 100.0%
	Total	164 9.9%	122 7.3%	229 13.8%	477 28.7%	668 40.2%	1660 100.0%
Accuracy of information provided	Not at all satisfied 1	110 53.7%	44 21.5%	32 15.6%	16 7.8%	3 1.5%	205 100.0%
	2	24 18.5%	41 31.5%	36 27.7%	25 19.2%	4 3.1%	130 100.0%
	3	16 8.1%	19 9.6%	80 40.6%	50 29.0%	23 11.7%	197 100.0%
	4	10 2.8%	10 2.8%	50 14.1%	202 56.9%	83 23.4%	355 100.0%
	Very satisfied 5	3 0.4%	6 0.8%	29 5.8%	170 22.3%	554 72.7%	762 100.0%
	Total	163 9.9%	120 7.3%	227 13.8%	472 28.6%	667 40.4%	1649 100.0%



## Key Driver



- [Q7]: Friendliness and professionalism of the agent
- [Q8]: Ability of agent to understand your needs
- [Q9]: Accuracy of information provided
- [Q10]: Ability of agent to educate...X features and/or policies
- [Q11]: Ability of agent to make helpful recommendations
- [Q12]: Ability of agent to answer your question
- [Q13]: Ability of agent to resolve your issue

## Top Box

		Q1 Count / %	Overall Total
Support Experience Satisfaction	Top 2	486 65.6%	492 65.7%
	Middle 3	129 17.4%	129 17.2%
	Bottom 2	126 17.0%	128 17.1%
Agent Satisfaction	Top 2	514 69.4%	520 69.4%
	Middle 3	136 18.4%	138 18.4%
	Bottom 2	91 12.3%	91 12.1%
Overall VBN Satisfaction	Top 2	460 63.6%	464 63.5%
	Middle 3	171 23.7%	175 23.9%
	Bottom 2	92 12.7%	92 12.6%

## Verbatim Table

### Verbatims

Taking into... Company X? Select one of the following	Why did you...Support? Other (please specify)	What was your...your issue? Other (please specify)	View
1 - Not at all satisfied			
3			
4	to change seats that did not appear over the web		
3	change flights		
1 - Not at all satisfied			
4	I was charged 4 times for a flight	because it was a rare situation. The agent tried his best	
5 - Very satisfied	Two married people with different last names using the same account		
1 - Not at all satisfied	the website booked me twice on the same flight when i hit the back button to check the flights i selected before submitting my payment request. i needed to cancel the duplicate reservation and get a refund of the ticket	Agent appeared to be "reading from a script". I felt like every obstacle possible was presented to prevent my speaking with a supervisor. I was on hold for over 1 and a half hours on 2 occasions waiting in the queue for the supervisor	
4			
3	"Unlimited Mile" disclaimer from Advantage Rental Car	Advantage Rental Car had a caveat for "unlimited mile" mini-van policy. Website never mentioned that if I travelled outside of the state of Texas, the unlimited mile policy would be void. The policy would revert to a limited 150 miles per day.	

page: < Prev 21 22 23 **24** 25 Next >

show: 10 | 20 | 50 | all records